

## With The Money-Makers

What Is Being Done by The Journal Advertisers and Advertisers All Over the Continent, with Some Good Ideas from Ad. Experts.

### Strong Competition.

T. H. Lannon & Co. have made their announcement. They will retail the bankrupt stock of Gray & Co. at sacrifice prices. This has some significance for the other dry goods dealers. It means that they will have to go after business with renewed vigor in the face of such strong competition.

### Here's a Good One.

This is from an old copy of an English provincial journal: "Wanted—for a sober family, a man of light weight, who fears the Lord and can drive a pair of horses. He must occasionally wait at table, join the household prayer, look after the horses and read a chapter of the Bible. He must, God willing, arise at 7 o'clock in the morning and obey his master and mistress in all lawful commands. If he can dress hair, sing psalms and play at cribbage, the more agreeable."—Washington Star.

### Inconsistency.

The man who is sure to tell you that advertising does not pay, that no one reads advertisements, is the first man to put in a big kick if the newspaper says anything which reflects discredit on him or his store. Why is it that he does not argue that such articles are not read by the public—that it cannot effect him?

### Many Thanks.

The Journal received a full case of Malt-Nutrine, a product of the great Anheuser-Busch plant. This was sent as a compliment of the brewery and is highly appreciated. The following letter of explanation was also received: "Dear Sir—To lubricate the wheels of time, for another year's journey of health and prosperity, we are sending you, charges prepaid, a case containing the Oil of Good Cheer and Happiness, which kindly accept with the compliments and best wishes of Messrs. Lord & Thomas and yours, truly, Anheuser-Busch Brewing Association."

### Value of Advertising.

A well-known lady of Dallas county, who has large landed interests, hit upon a new idea to get hands to cultivate her broad acres. She is a subscriber to a widely circulated northern magazine. She shut down and put a small ad in the one-cent-a-word

### Xmas Has Come and Gone, but the Pensacola Pressing Club

is doing business at the same stand. Send us your clothes to be cleaned, pressed, altered or repaired. Work done quickly and at reasonable prices.



It is our province to make the home sanitary, wholesome, sweet and clean as far as we care for its plumbing by modern methods. We bespeak your orders during 1905, knowing full well that we can accord you full measure of satisfaction—every price. Glad to estimate on any job, no matter how small.

WICKE & CO.

Phone 325.

C. Moller. W. R. Warfield

## WARFIELD GROCERY CO.

Dealers in

Fancy and Staple Groceries,

Feedstuff, Etc.

Cor. Alcaniz and Intendencia Sts.

Carlson & Lind's Old Stand.

PHONE No. 688.

PROMPT DELIVERY.

## SHIPPING NEWS

Arrived.  
E. O. Saltmarsh, Br ss, Rogers, 2319, Tampico to Gulf Transit Co.  
Regina, Ital bk, Pasternino, 600, Genoa to Rosasco Bros.

Cleared.  
Vivina, Span ss, Bustanza, 1983, by Gulf Transit Co. for Liverpool, with 6,000 square bales cotton, 5,320 sbs cottonseed meal, 149,175 pcs wood handles, 119,208 s ft lumber, 10,000 s ft gum lumber, 20,000 pcs poplar lumber, valued at \$228,510.

Cynthia, Br ss, Magrath, 1988, by Wm. S. Keyser & Co. for Montrose and Aberdeen, with 1,587,000 s ft sawn timber, 225,000 s ft lumber, valued at \$26,758; for Brake, with 360,000 s ft sawn timber, valued at \$5,040.  
E. O. Saltmarsh, Br ss, Rogers, 2319, by Gulf Transit Co. for Tampico, with 5,945 tons coal, valued at \$13,553.  
Elfr, Nor bk, Gunderson, 1158, by Rix M. Robinson for Montevideo, with 883,000 s ft lumber, valued at \$12,335.

### VESSELS IN PORT.

Steamships.  
Atlantenn, Swed ss, Sevénsson, 1232, Huelva to order.  
Cynthia, Br ss, Magrath, 1837, Vera Cruz to Wm. S. Keyser & Co.  
Holsingberg, Swed ss, Shell, 1619, Huelva to order.

Middleham Castle, Br ss, Walters, 1923, Calveston to Gulf Transit Co.  
Norwood, Br ss, 1465, Car, Vera Cruz to Rix M. Robinson.  
Otta, Nor ss, Lenchansen, 2088, Parthenia, Br ss, Stitt, 3210, Glasgow to Gulf Transit Co.  
Petunia, Br ss, 1093, Frankland, Wilmington to Baars & Co.

Transit, Nor ss, Hansen, Belize to Gulf Transit Company.  
Newport News to H. H. Byer.  
Vivina, Span ss, Bustanza, 1983, Liverpool to Gulf Transit Co.

### Ships.

Avon, Ital ship, Avegno, 1601, Cardiff to Rosasco Bros.  
Harvest Queen, Br ship, Forsyth, 1894, Kingston to order.

Maria, Ital ship, Ansaldo, 1546, Glasgow to Rosasco Bros.  
Sylid, Russ ship, 1457, Nylund, Liverpool to order.

Trojan, Ital ship, Olcese, 1582, Barry Dock to order.  
Trieste, Ital ship, Chiozza, 1711, Bristol to Rosasco Bros.

Vanloo, Ital ship, Costa, 1664, Liverpool to Rosasco Bros.

### Barks.

Cordellera, Nor bk, Carlsson, 635, Swansea to order.  
Deveron, Nor bk, Jorgensen, 1149, Dublin to order.

Elfr, Nor bk, Gunderson, 1159, Delagoa Bay to order.  
Edwardina, Swed bk, Larsen, 1159, Delagoa Bay to A. Zellus.

Francisca, R Ital bk, Baglaite, 863, Havana to order.  
Gesne, Ger bk, 1275, Falki, Hamburg to order.

Ghana, Nor bk, Hausken, 1207, Liverpool to Pitch Pine Lumber Co.  
Gregori Padre, Ital bk, Roteri, 1281, Barbadoes to Rosasco Bros.

Hannah Blanchard, Rus bk, Holmberg, 858, London to Pensacola-Lumber Co.  
Infantigable, Nor bk, Johannsen, 798, Para to order.

Magna, Nor bk, Stoesen, 1091, Montevideo to order.  
Magnet, Nor bk, Hansen, 623, London to order.

Maria, Ital bk, Virgilio, 938, Genoa to Rosasco Bros.  
Magellan, Nor bk, Moller, 1148, Rotterdam to Hyer Bros.

Massa Gnecco, Ital bk, Musante, Ocean, Rus bk, Erikssen, 1239, Liverpool to order.

1082, Antwerp to Rosasco Bros.  
Pallina, Ital bk, 1826, Gloucester to master.

Rackel, Nor bk, Borrensen, 500, Stavanger to order.  
Thos. Perry, Nor bk, Mattsen, 1171, Scillia, Ital bk, Gallo, 1175, Genoa to master.

Mittell to order.  
Uniao, Port bk, Cachem, 890, Para to H. Baars & Co.

Wolfe, Rus bk, Warlsson, 941, Barbadoes to master.

### Schooners.

Donna Christina, Am sch, Axelsen, 165, Belize to master.  
Pinn, Nor sch, Lanricksen, 268, Cadiz to H. Baars & Co.

Joseph G. Ray, Nor sch, Olsen, 1052, Havana to order.  
Mabel Darling, Am sch, Saunders, 111, Key West to master.

Robert A. Snyder, Am sch, Tinker, New York to U. S. engineering department.

### UP, CLEARED AND SAILED.

Steamships.  
Atlantenn, Br, sailed Huelva, Nov. 22.  
Dagbjorg, Nor, sailed Blythe December 4.

Dundstom, (Br), sailed Para, Nov. 15.  
Greta Holme, Br, sailed Tyne November 20.

Tignac, Br, sailed Wilmington, December 2.  
St. Ninon, Br sld Harry Nov. 5.

Uskmoor, Br, sailed Liverpool Nov. 22.

### Ships.

Agda, Nor, 1038, sailed Arendal Oct. 4.  
Estrella, Ital, 1392, sailed Eastham Oct. 19.

La Argentina, Nor, 1879, sailed Genoa Nov. 18.  
Matura, Nor, 1133, sailed Sharpness Nov. 4.

Patriach, Nor, 1221, sailed Stettin Sept. 2.  
Regina, Ital, 604, sailed Genoa November 7.

Vanloo, Ital, 1497, sailed Liverpool Oct. 24.  
Barks.  
Amicizia, Ital 651, sailed Genoa Nov. 18.

# F. E. BRAWNER'S DEPARTMENT STORE

... SAVES YOU MONEY! ...

We Have What we Advertise and Sell as Advertised.  
All Guaranteed Unmatchable Values.

### Ladies' Jackets.

Ladies' nicely trimmed Melton Jackets, all colors, worth \$4.00, at... \$2.98  
Ladies' Kersey Jackets, Velvet trimmed, worth \$5, at... \$3.98  
Tourists' Coats, latest styles, Kerseys and mixtures, \$4.98 up.  
Children's Short and Long Coats, from 75c up.

### Ladies' Shirt Waists.

Ladies' Flannelette Shirt Waists, sold elsewhere for 50c, my price... \$39  
Ladies' All Wool Tricot Waists, regular \$1.25 value, at... \$88  
300 nicely trimmed and embroidered Flannelette Waists, special... \$1.48  
400 Ladies' White Mohair, extra value, at... \$3.00  
New lines of Ladies' Walking Skirts, 98c up.

### Domestics, Homespun, Etc.

Fitchville Bleached Domestic 36 Inch Wide, per yard... 7 1/2  
Lonsdale Bleached Domestic 36 Inches Wide, per yard... 8 1/2

### A WHOLESALE AFFILIATION

Makes These Prices Possible.

### Domestics, Homespun, Etc.

(Continued.)  
Pepperall Bleached Sheet-ing, 2 1/2 Yards Wide, per yard... 22 1/2  
Pepperall Unbleached Sheet-ing 2 1/2 Yards Wide, per yard... 20  
Double Width American Percale, Neat Designs, per yard... 7 1/2  
Simpson Gray and Black Calicoes, per yard... 65  
Pabbon and Domino Check Gingham, Warranted Fast Colors, per yard... 65  
38-Inch All Wool Hom-spun and Ziberlins, per yard... 33  
59-Inch All Wool Flannels, All Colors, per yard... 50  
52-Inch All Wool Ladies Cloth, per yard... 85

### Blankets and Comforts.

\$1.25 and \$1.50 Blankets and Comforts at... 98  
200 Blankets and Comforts at... \$1.48  
One lot Blankets, worth up to \$6.50, your choice at... \$4.98  
One lot Comforts, worth up to \$3.50, your choice at... \$2.98

### Men's Furnishings.

Men's Blue Flannel Shirts, \$1.50 value, for \$1.25  
Men's Blue Flannel Shirts, \$1.50 value, for \$1.25  
Men's Heavy Jersey Shirts, 75c value, for... 49  
Men's Fleece-Lined Underwear, the 50c kind, for... 38  
Men's All-Wool Underwear, several colors, \$1.25 values, for... 88  
Fine Jersey Ribbed Underwear, regular 75c value, at... 50  
Fine line of Men's Dress Gloves in plain and undressed Kids and Calf, unlined and silk lined; every pair will be sold at the manufacturer's price, ranging from 50c to... \$1.50

200 Men's Sample Caps, all styles and colors, at manufacturer's price... 38  
Full line "Towers" Fish Brand" Slickers, in black and yellow, at the lowest prices in town.

### Men's Furnishings

(Continued.)  
300 Men's Sample Caps, great variety of styles and colors, regular 25c goods, at... 19  
Full line "Towers" Fish Brand" Overalls and Coats at \$1.25 and \$1.50  
The largest and most complete line of Boys' Knee Pants in the city, 4 to 17 years, at 25, 38, 50 and... 75  
"Buster Brown" Suits in a number of patterns.  
Big line Men's Suspenders, regular 25c seller, for... 12  
Big line Men's Fancy Half Hose, regular 25c sellers, at... 12

### Sweaters.

Children's All-Wool Sweaters at... 50  
Men's All-Wool Sweaters, \$1.25 value, at... 88  
Men's All-Wool Sweaters, regular \$2 value, at... \$1.50  
Men's Heavy Fancy Style Sweaters at... 50

On Sale From Today.

F. E. BRAWNER,  
103-105 South Palafox St.

AGENTS FOR

STANDARD PATTERNS.

## LIQUORS

For The Holidays.

The Reliable Wholesale and Retail Liquor House

Until January 1, 1905, I am offering great inducements on all kinds of Liquors and Wines and all bottle case goods. I guarantee satisfaction or refund your money. Mail orders will have prompt attention.

S. A. Friedman,  
PHONE 179.  
No. 331 SOUTH PALAFOX ST.  
PENSACOLA, FLA.

## TOURISTS

TOURISTS WILL FIND HERE MANY PRETTY AND SUITABLE

## FLORIDA SOUVENIRS

TO SEND TO FRIENDS IN THE NORTH.

GEM Book Store,  
C. R. Johnson, Prop.

## Pensacola Oyster Depot.

F. SIGARI, PROPRIETOR.  
Oysters—Wholesale and retail. The finest Escambia Oysters and Perdido Bay Plants, at Pensacola Oyster Depot, East Roman street, opposite Telephone Exchange. Phone 132.  
Orders delivered free in any part of city.

## W. S. GARFIELD & CO.

OFFICE AND WORKS—  
COR. HAYNE AND WRIGHT STS.  
Phone 88.

## COAL!

Cahaba. Jellico.  
WE BURN THE SLACK AND SEND OUT GOOD, CLEAN LUMP.  
SEND US YOUR ORDERS.

## YOU WANT GROCERIES. X X

X X X X WE WANT TRADE.

There is a chance for a deal. You want good groceries. We sell that kind. You want close prices. We give them. You want quick delivery. We always deliver our goods promptly. The deal is ready to close.

Begin the New Year Right  
and buy your Groceries and Feedstuff from  
J. A. VAN PELT,  
Cor. Intendencia and Tarragona streets.

## TURKEYS!

18 to 20 CENTS PER POUND.

EGGS

30 to 32 CENTS PER DOZEN.

BUTTER

NICE, HIGH-GRADE CREAMERY BUTTER, ONLY 30c POUND.

Geo. W. Pryor & Sons

131-133 East Government Street.  
Phone 223.

FRESHLY GROUND CHOPS FROM WHICH THE MEAL HAS NOT BEEN BOLTED.

UNEXCELLED "SUCRENE" STOCK AND DAIRY FEEDS.

BEST OF OATS, CORN AND HAY.

WHEAT TO MAKE HENS LAY.

TEXAS RED RUST-PROOF SEED OATS.

FRESH LUMP LIME.

LOWEST PRICES CONSISTENT WITH QUALITY.

F. S. MELLETT & CO.

THE GRAINMAN,

Cor. Garden and Alcaniz.

PHONE 334.

E. B. ACOSTA.

D. B. WHITE.

ACOSTA & WHITE,

Coal and Wood

PERFECT DELIVERY, COMPETING PRICES, GOOD WOOD AND COAL, AND A GOOD FIRM.

RING PHONE 363.